

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-05 H-02 INR-07
L-03 NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15
USIA-15 AID-05 COME-00 EB-08 FRB-01 TRSE-00
XMB-04 OPIC-06 LAB-04 SIL-01 OMB-01 STR-05 CEA-01
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P 270854Z DEC 77
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 3863

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E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: SUGGESTED MEETING OF JAPANESE TRADING COMPANIES IN U.S.

REF: TOKYO 19297

SUMMARY: EMBASSY SUGGESTS THAT WASHINGTON SUPPORT GROUP (WSG) OF U.S.-JAPAN TRADE FACILITATION COMMITTEE MEET WITH U.S. OFFICES OF NINE MAJOR JAPANESE TRADING COMPANIES TO ENCOURAGE IN EXPORTING MANUFACTURERS TO JAPAN. WE FEEL THIS WOULD ADD MOMENTUM TO EFFORTS INITIATED BY MITI "BIG TABLE" MEETING DECEMBER 15. EMBASSY ALSO SUGGESTS WSG MEET WITH KEY U.S. FOREIGN TRADE BUSINESS GROUPS. END SUMMARY.

1. EMBASSY SUGGESTS TRADE FACILITATION COMMITTEE WASHINGTON SUPPORT GROUP FOLLOW UP ON TOKYO GROUP MEETING WITH NINE MAJOR JAPANESE TRADING COMPANIES REPORTED IN REFTEL BY ASSEMBLING U.S. REPRESENTATIVES AT SUITABLE TIME AND PLACE. SUPPORT GROOUP WOULD WISH TO CONSIDER WHETHER INVITATION WOULD BE EXTENDED BY KATZ OR KAWAHARA OR WHETHER SUPPORT GROUP SHOULD TRAVEL TO NEW YORK TO MEET COMPANIES. EMBASSY BELIEVES COM-
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PANIES WOULD NOT BE STICKY ABOUT LOCATION OR WHO IS HOST. HANAOKA SUGGESTS NEW YORK PERHAPS BETTER SITE AS SUZUKI OF JETRO COULD BE INCLUDED.

2. POSSIBLE AGENDA ITEMS MIGHT INCLUDE:
PRACTICABLE MODES OF COOPERATION;
PARTICIPATION IN EXPORT SEMINARS;

ADVERTISEMENTS BY COMPANIES TOGETHER, SEPARATELY
OR THROUGH JETRO;
FORMATION OF SPECIAL UNITS TO CHECK OUT PROMISING
MANUFACTURED ITEMS;
AVAILABILITY AND USE OF USDOC SERVICES TO EXPORTERS.

3. EMBASSY HAS STRESSED TIME FOR EXHORTATIONS,
SPEECHES, PLEDGES HAS PASSED AND THAT WE MUST MOVE
TO PUT PRACTICAL BUSINESSMEN TOGETHER TO SEE WHAT
DEALS THEY CAN PUT TOGETHER. TRADING COMPANIES
BRING SOME KNOWLEDGE OF NEEDS OF JAPAN FOR IMPORTS
BUT THEIR PRINCIPAL FOCUS HAS BEEN ON PURCHASES OF
BULK COMMODITIES. WE SEE SOME SIGNS OF INTEREST
FROM THEM IN HANDLING MORE MANUFACTURED PRODUCTS
AND SUGGEST THEY BE POINTED IN THAT DIRECTION.

4. USG EFFORTS TO INCREASE EXPORTS OF AMERICAN
PRODUCTS TO JAPAN SHOULD BE ACROSS-THE-BOARD. WHILE
MAJOR JAPANESE TRADING COMPANIES OFFER SOME ADVANTAGES
IN BOOSTING EXPORTS, THEY ALSO HAVE LIMITATIONS,
ESPECIALLY IN THOSE PRODUCT LINES WHOSE MARKETING
CHARACTERISTICS DO NOT MESH WITH TYPICAL DISTRIBUTION
PRACTICES UTILIZED BY TRADING COMPANIES IN JAPAN.
EMBASSY, THEREFORE, SUGGESTS THAT WASHINGTON SUPPORT
GROUP ALSO SEEK FOCUS ATTENTION OF U.S. BUSINESS
COMMUNITY ON NEED TO EXPAND EXPORTS TO JAPAN. WE
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BELIEVE THAT IN ADDITION TO STEPS ALREADY BEING
TAKEN, DISCUSSIONS WITH THE NATIONAL FOREIGN TRADE
COUNCIL, U.S.-JAPAN ECONOMIC COUNCIL AND OTHER AP-
PROPRIATE U.S. FOREIGN TRADE BUSINESS ORGANIZATIONS
WOULD BE APPROPRIATE. WASHINGTON SUPPORT GROUP ALSO
MIGHT WISH TO CONSIDER SPECIAL MEETING WITH SELECTED
CHIEF EXECUTIVE OFFICERS OF KEY U.S. CORPORATIONS,
AS SUGGESTED KATZ-ACCJ DISCUSSION IN TOKYO, TO
ENLIST THEIR INTEREST IN IDENTIFYING SPECIFIC EFFORTS
THAT COULD BE MADE TO EXPAND U.S. EXPORTS.
MANSFIELD

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